

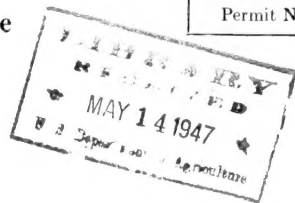
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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN
Incorporated
J. H. HEBERLING Easton, Ill., U.S.A.
(Return Postage Guaranteed if Not Delivered)

• **DARWIN TULIPS** • **COTTAGE TULIPS**
• **HYACINTHS** • All Imported from Holland
• **DOMESTIC TULIPS**
• **GLADIOLUS, Clean-Up Sale**

Sec. 562, P.L. & R.
U. S. POSTAGE
PAID
Easton, Illinois
Permit No. 1

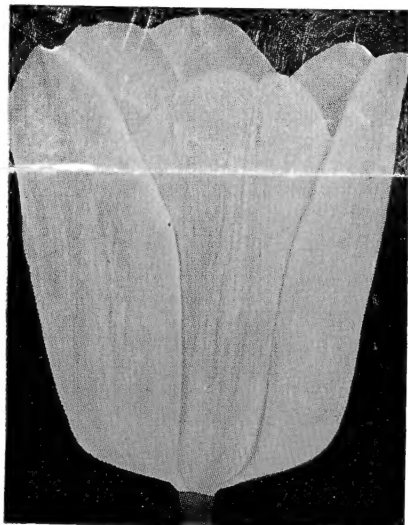


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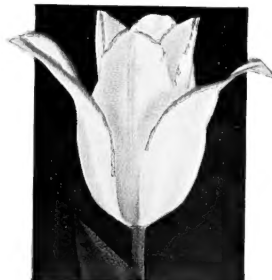
King Harold

| | |
|-----------------|--------|
| 12 Large Bulbs | \$1.00 |
| 25 Large Bulbs | 1.75 |
| 100 Large Bulbs | 7.00 |



Inglescombe Yellow

| | |
|-----------------|--------|
| 12 Large Bulbs | \$.80 |
| 25 Large Bulbs | 1.40 |
| 100 Large Bulbs | 5.60 |



Picotee

| | |
|-----------------|---------|
| 12 Large Bulbs | \$ 1.00 |
| 25 Large Bulbs | 1.75 |
| 100 Large Bulbs | 7.00 |

• SPECIAL OFFERS

| | |
|--|---------|
| 12 Large Bulbs each of King Harold, Inglescombe Yellow and Picotee | \$ 2.50 |
| 25 Large Bulbs each | 4.50 |
| 100 Large Bulbs each | 17.50 |

BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN
INCORPORATED

J. H. Heberling

Easton, Illinois, U.S.A.

J. S. Heberling

New Varieties of Darwin and Cottage Tulips

Direct from Holland

MAY 1, 1947

Why. We bring you our Price List at this time because it is or soon will be Tulip Time. When Tulips are in bloom is the best time to make your selections of varieties for the coming season. If you order now you are almost sure of getting the varieties and sizes you want.

Our Firm. For the benefit of our new customers permit us to say that we have been growing bulbs commercially for more than twenty years. During this time we have learned much concerning the growing of quality bulbs. We have also learned much as to the most satisfactory and desirable varieties to grow. Our Old Customers come back to us year after year and the volume of our business has steadily increased. In offering you our bulbs we offer you the benefit of our years of experience.

Our Holland Bulbs are the best obtainable. They are grown by the firm of Driehuizen Brothers of Lisse, Holland. This old and reliable firm has been growing and marketing Tulip and Hyacinth bulbs for more than one hundred fifty years. Their business reputation and integrity are above reproach. Their bulbs are not to be surpassed. We offer you the advantages of their experience.

Economic Philosophy. The prices of our Holland Tulips are the same as last season because Holland prices have not been reduced. Our prices, however, are already materially lower than many other offerings.

We have taken the position at this time that prices should be reduced. We take this position in the face of the fact that our labor and general overhead expense is greater than at any previous time.

Hence we have reduced prices on the Domestic Tulips we grow believing that the increased sales will make up for the higher cost of production. Only by materially increased sales can prices be reduced at this time. We sincerely hope that you will see this matter as we see it. Your order NOW will prove the soundness of this philosophy.

Fall Prices. Our prices may be higher this Fall but they will not be lower.

GUARANTEE—All stock is guaranteed true to name and free of insect pests and disease. We further guarantee that with proper care and favorable weather our bulbs will give you splendid flowers next spring.

TERMS—You may order now, sending 25 percent of order in cash, and we will ship C.O.D. if not paid in full at shipping.

BULBS FROM WHOLESALE LIST. F.O.B. EASTON, ILL.

New Varieties of Darwin, Cottage and Parrot Tulips

Direct from Holland. Large size bulbs.

In making your order, please put Tulips and Hyacinths on same order. (Gladiolus on separate order).

No order accepted for less than \$2.00 from this list.

ADVANCE (Cottage). This is one of the very largest tulips. A beautiful tall orange scarlet with large full cup. A strong heavy stem which holds the immense flower upright. It grows more vivid in color and larger in size as the flower develops. An exhibition flower not to be surpassed.

Per Dozen, \$1.50 Per 100, \$10.00.

ALBINO (Cottage). A fine pure white, with large flower and rounded petals. It blooms earlier than some and lasts long in good condition. Very effective in border planting.

Per Dozen, \$1.50 Per 100, \$10.00.

BARTIGON (Darwin). Large flowers of fiery crimson with bright scarlet margin. One of the best of its color.

Per Dozen, \$1.50 Per 100, \$10.00.

BARTIGON MAX (Darwin). A large Bartigon. A very large fiery crimson with bright scarlet margin. One of the very best in reds. This is an improved Bartigon.

Per Dozen, \$1.50 Per 100, \$10.00.

CAMPFIRE (Darwin). A grand large red Darwin. A new red. It should be in every garden. The King of the reds and very tall with richest of color.

Per Dozen, \$1.50 Per 100, \$10.00.

ELMUS (Triumph). One of the best of the Triumphs. A huge Carmine red cup edged in white. Very striking and beautiful. Outstanding in all respects.

Per Dozen, \$1.50 Per 100, \$10.00.

FOSTERIANA RED EMPEROR (Tulipa). An immense flower of brightest red with a base of the richest yellow, on a strong stem. A gorgeous flower, and if you are a lover of tulips you will not be happy until you have grown this one. Very new.

Per Dozen, \$3.00 Per 100, \$20.00.

GLORY OF NORDWYK (Triumph). A very large deep lilac rose Tulip and the Prince of Triumph Tulips. The flower is large, the stem is strong and the color is the richest you can imagine. Glory of Nordwyk is a worthwhile addition to the best of gardens.

Per Dozen, \$1.50 Per 100, \$10.00.

time. Orders will be promptly acknowledged as received. We advise early orders.

DISCOUNTS—A discount of 5 percent will be allowed on all orders received by June 20th.—CASH WITH ORDER.

DELIVERY—Shipments will be made between October 1st and 20th. ALL PRICES ARE PREPAID, Except Wholesale List.

BULBS FROM WHOLESALE LIST. F.O.B. EASTON, ILL.

Three, four or six Tulips of same variety at dozen rate. 25 or more of same variety at 100 rate.

GOLDEN HARVEST (Darwin). This variety is said to be the largest yellow Tulip to date. It blooms a little earlier than some Darwins and lasts through a long season, each day adding to its size and beauty. A rich yellow with petals of great substance. If you like yellow Tulips you will love Golden Harvest.

Per Dozen, \$1.50 Per 100, \$10.00.

INSURPASSABLE (Darwin). A mammoth giant lilac (or lavender) of great substance. A tall grower on a strong stem supporting a huge lavender cup of outstanding beauty. Don't pass up this variety.

Per Dozen, \$1.50 Per 100, \$10.00.

MRS. JOHN SCHEEPERS (Cottage). An extremely large cottage variety with a huge cup of soft yellow. A very strong stem which insures a lasting flower. One of the tallest varieties. One of the most havoc.

Per Dozen, \$1.50 Per 100, \$10.00.

MR. VAN ZYL (Darwin). A beautiful rosy-pink Darwin with lighter edge. A wonderful blending of color and a Tulip of marked beauty. Your garden not complete without it.

Per Dozen, \$1.50 Per 100, \$10.00.

PRUNUS (Darwin). This grand new variety is a salmon pink sport of Bartigon, and Bartigon is one of the outstanding Tulips of all time. Prunus is equally good in its new dress of salmon pink. Give Prunus a chance to prove it is really good. Tall large and of good substance.

Per Dozen, \$1.50 Per 100, \$10.00.

WHITE CITY (Darwin). Large pure white flower with black anthers. An outstanding pure white Tulip with a strong straight stem to support a very large pure white flower. One of the very best.

Per Dozen, \$2.00 Per 100, \$12.80.

MIXED DARWINS. A royal riot of gorgeous color.

Per Dozen, \$1.50 Per 100, \$10.00.

Parrot Tulips

Parrots are the most gorgeous of all Tulips. The shape is not regular, the petals are ragged cut. The flowers are immense. These Tulips make a tremendous splash of color of the richest shades. The substance is heavy and lasting. If you are not growing Parrots now, give them a trial. You will love them.

BLUE PARROT. A new Parrot of a rich violet shade of immense size. Flowers frequently measuring six inches across on tall, strong stems thirty inches and more in length. Put this on order.

Per Each, 25c. Per Dozen, \$2.50. Per 100, \$18.00.

FANTASY. One of the older Parrots but nevertheless a very good one. This Tulip has all of the qualities and merits of the Parrot and is a beautiful true pink. Nothing like it.

Per Dozen, \$1.50 Per 100, \$10.00.

RED CHAMPION. The newest and largest of all Parrot Tulips with a shade of red that is breath-taking. Flowers more than six inches across and standing erect on tall, straight, strong stems up to 34 inches tall. Red Champion is the most gigantic and tallest of all Tulips. The King of them all. Don't miss the pleasure of growing this wonderful new Parrot. It is truly a marvel of size and beauty.

Per Each, 35c. Per Dozen, \$3.00. Per 100, \$20.00.

Free! Free! Free!

FREE WITH EACH \$10.00 ORDER FOR TULIPS 2 LARGE BULBS RED CHAMPION
FREE WITH EACH \$15.00 ORDER FOR TULIPS 3 LARGE BULBS RED CHAMPION
FREE WITH EACH \$20.00 ORDER FOR TULIPS 4 LARGE BULBS RED CHAMPION
FREE WITH EACH \$30.00 ORDER FOR TULIPS 10 LARGE BULBS RED CHAMPION

The Free Bulbs offered will be supplied on all orders for Holland or Domestic Tulips when order is taken from dozen or 100 prices. The Special Offers and Wholesale List do not carry Free Bulbs.

Domestic Darwin Tulips

These bulbs are grown in the U.S. and are clean, sound and true to name. They are as fine tulips as can be grown any place.

They are grown with great care on very rich sandy loam and we are proud to offer them. You may depend on them to give the best of results.

All sizes offered are blooming size, but if you want the largest in flowers we advise the large size bulbs.

| Variety | Price Per | Jumbo | Large | Med. |
|--|-----------|--------|--------|--------|
| CARRARA (Cottage). A large pure white with rounded petals. Does well as a border planting | 12 | \$1.20 | \$1.00 | \$.75 |
| CLARA BUTT (Darwin). One of the most reliable of the Darwins. A pure pink, with straight stem and excellent substance | 12 | 1.00 | 1.00 | .60 |
| FARNCOMBE SANDERS (Darwin). Flare rose scarlet, inside vivid vermillion with white center marked blue. Flowers are perfectly shaped. A favorite | 12 | 1.20 | 1.00 | .50 |
| GIANT (Darwin). A very tall purple with straight strong stem | 12 | 1.00 | 1.00 | .70 |
| GRENADIER (Cottage). A brilliant scarlet with white center and good substance. Very bright and rich | 12 | 1.20 | 1.00 | .70 |
| INGLESOMME YELLOW (Darwin-Cottage). A full rich yellow, with large flower cup and one of the surest blooming varieties. Crown, it is especially strong and vigorous | 12 | 1.00 | .80 | .50 |
| KANSAS (Triumph). A white of merit and excellent for a border | 12 | 1.00 | .70 | .50 |
| KING HAROLD (Darwin). A huge red Darwin. This variety is one of the most outstanding. An immense rich, red cup mounted on a very tall strong, straight stem. Much admired and rightly so | 12 | 1.20 | 1.00 | .65 |
| PHILIPPE DE COMINES (Darwin). A tall dark Darwin. Tall and of a rich dark maroon. One of the darkest reds | 12 | 1.00 | .70 | .40 |

| Variety | Price Per | Jumbo | Large | Med. |
|---|-----------|-------|-------|------|
| PICOTEE (Lily Tulip). Of all the tulips, this variety is one of the most beautiful. The stem is of medium length but bears an immense flower when open of gorgeous white with a perfect border of the most delicate lavender pink. The flowers are of great size and they resemble a beautiful fly. We recommend it | 12 | 1.20 | 1.00 | .70 |
| PRINCESS ELIZABETH (Darwin). A grand light pink with large flower and pure rich color. Worthwhile | 12 | 1.00 | .70 | .40 |
| WHITE QUEEN (Darwin). A tall pure white. An exceptionally fine white variety | 12 | 1.20 | .80 | .50 |
| WM. COPELAND (Darwin). A medium size Darwin of pale magenta shade | 12 | 1.00 | .70 | .50 |
| MIXED DARWINS. Assorted colors. A collection of various varieties which will make a rainbow of color in your garden | 12 | .90 | .50 | 3.00 |

Wholesale Tulip Prices

(BULBS F. O. B. EASTON, ILL.)

TRY A LARGE BED OF THESE SPLENDID VARIETIES IN YOUR GARDEN.

Plant 250 or 500 of the same variety on your lawn, make the bed round, make it diamond shape, or plant in a rectangle. On your green lawn these beds will become a glittering lake or a sparkling diamond.

Or take 1000 bulbs and plant a narrow border in front of your taller plantings. It will enhance the value of your property \$1,000.00, give you \$500.00 worth of pleasure and cost only \$50.00. What else could you invest in for such rich returns. These same returns will come again next spring. It is worth while.

250 or more of the same size and variety at the 1000 rate.

| Variety | Per | Large | Medium |
|-------------------|------|---------|---------|
| FARNCOMBE SANDERS | 1000 | \$53.00 | \$40.00 |
| INGLESOMME YELLOW | 1000 | 47.50 | 27.50 |
| KING HAROLD | 1000 | 50.00 | 30.00 |
| PICOTEE | 1000 | 50.00 | 30.00 |
| MIXED DARWINS | 1000 | 45.00 | 25.00 |

5 percent discount for orders of \$50.00 or cash with order.

★ Special Offers of Holland Tulips

Special Offer No. 10, \$3.75 Prepaid

| | |
|--------------------------------------|------------------|
| 6 LARGE BULBS MRS. JOHN T. SCHEEPERS | (Yellow) |
| 6 LARGE BULBS ADVANCE | (Orange scarlet) |
| 6 LARGE BULBS MR. VAN ZYL | (Rose pink) |
| 6 LARGE BULBS CAMPFIRE | (Blood red) |
| 6 LARGE BULBS ALBINO | (White) |
| 2 LARGE BULBS RED CHAMPION | (Red Parrot) |

Special Offer No. 20, \$7.00 Prepaid

This offer contains the same varieties as Special Offer No. 10, but in double quantities.

Special Offer No. 50, \$12.50

| | |
|---------------------------------|-------------------|
| 12 LARGE BULBS ADVANCE | (Orange scarlet) |
| 12 LARGE BULBS ALBINO | (White) |
| 12 LARGE BULBS MR. VAN ZYL | (Rose pink) |
| 12 LARGE BULBS CAMPFIRE | (Blood red) |
| 12 LARGE BULBS GOLDEN HARVEST | (Rich yellow) |
| 12 LARGE BULBS INSURPASSABLE | (Lavender) |
| 12 LARGE BULBS PRUNUS | (Salmon pink) |
| 12 LARGE BULBS GLORY OF NORDWYK | (Deep lilac rose) |
| 6 LARGE BULBS RED CHAMPION | (Huge red Parrot) |

Special Offer No. 60, \$24.00

This offer contains the same varieties as Special Offer No. 50, but in double quantities.

DUTCH HYACINTHS

(HOLLAND GROWN)

| Variety | Price Per | 3 | 12 | 100 |
|--|-----------|--------|---------|-----|
| BISMARCK. Single, bright corn flower blue | \$.75 | \$2.50 | \$18.00 | |
| L'INNOCENCE. Single, most satisfactory large white | .75 | 2.50 | 18.00 | |
| CITY OF HAARLEM. Single, golden yellow | .75 | 2.50 | 18.00 | |
| LA VICTOIRE. Single, bright vermillion red | .75 | 2.50 | 18.00 | |
| PINK PEARL. Single rose pink, one of the best | .75 | 2.50 | 18.00 | |

We suggest that you make your order early.

Spring Clean-Up Sale

BARGAIN PRICES! BARGAINS! BARGAINS! BARGAINS!

GLADIOLUS . . . PREPAID PRICES

To get your Bargain select from Prepaid Price List . . . Order Gladiolus on separate sheet.

OUR GUARANTEE. We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois. Because some stocks are low please make second and third choice if possible. Thank you, J. H.

Select \$6.00 worth for \$5.00. Select \$12.00 worth for \$10.00. Select \$20.00 worth for \$16.00.

| VARIETY | Per | Large | Medium |
|---|-----|-------|--------|
| BAGDAD (Palmer). A very tall smoky rose | 3 | \$.20 | \$.12 |
| BANCROFT WINSOR (Winsor). A large outstanding orange | 10 | .35 | .20 |
| BARCAROLE. Large ruffled orange | 10 | .20 | .10 |
| BEACON (Palmer). Bright red, cream blotch | 3 | .20 | .12 |
| BIG TOP (Rich). A very tall, clear light pink. Very large | 10 | 1.50 | |
| BRITISH COLUMBIA GIANT (Cam). A giant light pink | 10 | 4.00 | |
| BUCKEYE BRONZE (Wilson). A very outstanding large rich bronze | 10 | 1.80 | |
| CAPE COD. Lilac pink, cream throat | 1 | .75 | |
| CAPEHEART (Winsor). A tall light salmon rose pink of much merit | 10 | .75 | |
| CASABLANCA (Maj.). A tall, creamy white. Very good | 10 | 1.60 | .75 |
| CHAS. DICKENS. A very good purple. Tall | 3 | .20 | .12 |
| CHRISTABEL (Mitch). A very large light pink | 3 | .20 | .12 |
| CREVE COEUR. Orange smoky | 3 | .25 | .12 |
| CRINKLED CREAM (Ellis). A giant spike of rich yellow | 10 | .50 | 4.00 |
| DEBONAIR (Palmer). A very attractive pink. Late | 3 | .20 | .12 |
| EDITH GRACE. White, purple throat | 2 | .25 | .10 |
| ETHEL CAVE COLE (Cave). An unequalled light pink | 3 | .25 | .15 |
| EXCLUSIVE (Krueger). A large deep ruffled creamy white with rose blotch | 10 | 1.00 | .75 |
| EXEMPLAR (Krueger). A tall intensely ruffled salmon pink | 10 | .50 | .35 |
| GOLDEN CUP (Palmer). A rich deep yellow. Plain petals | 3 | .20 | .12 |
| HARMAU (Both). Large orange red with rose overtones. Very good | 2 | .25 | 1.00 |
| HOPEDALE. Large flesh pink | 2 | .35 | .20 |

Bargains • WHOLESALE PRICES • Bargains

(BULBS F.O.B. EASTON, ILLINOIS)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate. 250 at the 1000 rate.

DISCOUNTS. 2 Percent Discount on orders of \$10.00 or more, cash with order.

| VARIETY | Per | No. 1 | No. 2 | No. 3 |
|-----------------|------|-------|-------|-------|
| BAGDAD | 1000 | \$ | 36.00 | 21.00 |
| BANCROFT WINSOR | 100 | 24.00 | | |
| BEACON | 100 | 4.00 | | |
| BIG TOP | 100 | 10.00 | | |
| BUCKEYE BRONZE | 100 | 14.00 | | |
| CAPE COD | 100 | 50.00 | 40.00 | |
| CAPEHEART | 100 | 5.00 | 4.00 | |
| CASABLANCA | 100 | 10.00 | 8.00 | 6.40 |
| CHAMOUNY | 100 | | 10.00 | 8.00 |
| CHRISTABEL | 100 | 4.60 | 3.20 | 2.60 |
| CREVE COEUR | 100 | 4.00 | 3.00 | |
| DEBONAIR | 100 | 3.60 | 3.00 | 2.40 |
| ETHEL CAVE COLE | 100 | 5.00 | 4.00 | |
| GOLDEN CUP | 100 | 4.00 | 3.20 | 2.60 |
| HOPEDALE | 100 | 12.00 | 10.00 | 8.00 |
| KING LEAR | 100 | 5.00 | 4.00 | |

| VARIETY | Per | No. 1 | No. 2 | No. 3 |
|------------------------|-----|-------|-------|-------|
| KING TAN | 100 | | 8.00 | 6.40 |
| KING WILLIAM | 100 | 5.00 | 4.00 | 3.20 |
| LEADING LADY | 100 | 22.00 | | |
| MAID OF ORLEANS | 100 | 4.00 | 3.20 | |
| MARGARET FULTON | 100 | 4.00 | 3.20 | 2.60 |
| MARSEILLAISE | 100 | 12.00 | 10.00 | 8.00 |
| MIXED EXHIBITION BULBS | 100 | 4.00 | 3.20 | 2.60 |
| MOHAWK | 100 | 10.00 | 8.00 | 7.00 |
| OLIVE MARIE EROWN | 100 | 3.60 | 3.00 | |
| OREGON GOLD | 100 | 10.00 | | |
| RED LIGHTNING | 100 | 4.40 | 3.60 | 3.00 |
| RED PHIPPS | 100 | 4.40 | 3.60 | 3.00 |
| ROMAN GOLD | 100 | | 3.60 | 3.00 |
| SANDRA | 100 | | | 3.00 |
| SILENTIUM | 100 | 5.00 | 4.00 | 3.40 |
| VULCAN | 100 | 12.00 | 10.00 | 9.00 |
| WHITE GOLD | 100 | 7.60 | | 6.00 |

Cordially yours,

J. H. HEBERLING

J. S. HEBERLING

EASTON, ILLINOIS